

SYLLABUS

The basic course information:			
Academic Unit:	F aculty of Tourism and Environment		
Title:	Marketing in Tourism and Hospitality		
Level:	Bachelor		
Status:	Elective		
Year of studies:	III		
The number of hours per week:	4		
ECTS:	5		
Time/ Location:			
Course Professor:			
Contact details:	@ushaf.net		
Course Description			
Course Description	<i>This course will introduce students to key marketing concepts.</i>		
Objectives:			
Objectives:	<i>The main objective of this module is that through this module students learn the general concept of marketing for future managers through business functions, business environment, market planning, consumer behavior, marketing ethics, and marketing strategy.</i>		
Learning outcomes:			
Learning outcomes:	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>know the hotel and tourism marketing;</i> • <i>understand and demonstrate knowledge of basic concepts and practices of marketing activities,</i> • <i>describe the process of marketing and understands it as a dynamic process.</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Lectures and exercises	4	15	60
Practical Work			
Contacts With teacher/consultation	1	5	5
Field Exercises			
Seminars			
Homework			
Self learning time (in the library or at home)	4	15	45
Preparation for the final exam	3	7	21
The time spent in the assessment (tests, final exam), quizzes.	2	1	2

Projects, presentations, etc.			
Total			133
Methodology of teaching:	<i>Lectures and exercises combined with cases study and discussions in the classroom</i>		
The evaluation methods:	<i>Essay and presentation 30% Attendance in lectures 10% The final exam valued at 60% of the grade. The examination consists of questions for possible answers, open-ended questions, and a case study.</i>		
Literature			
Basic Literature:	1. <i>Dr. Nail Reshidi : Strategjite e Marketingut, ligjerata të autorizuara, Prishtinë, 2007</i>		
Supplementary Literature:	2. <i>Ali Jakupi : Bazat e Marketingut, 2004</i> 3. <i>Philip Kotler and Kevin Keller : Marketing Managment , 2006</i> 4. <i>Nail Reshidi – Bardhyl Ceku : Marketingu, 2006</i> 5. <i>Nexhmi Rexha, Nail Reshidi – Bazat e Marketingut, 2000 Prishtinë</i>		
The lesson plan design:			
Week	Lectures to be held		
WEEK 1:	Definition of the Marketing concept <i>Literature Dr. Ali Jakupi Basics of Marketing Dr. Nail Reshidi: Lectures authorized</i>		
WEEK 2:	Market and the market segmentation <i>Literature Dr. Nail Reshidi: Marketing, 2006</i>		
WEEK 3:	Market search. <i>Literature: Dr. Nail Reshidi: Marketing,</i>		
WEEK 4:	Management of marketing strategies <i>Literature: Dr. Nail Reshidi: Lectures authorized</i>		
WEEK 5:	Structure and phases of the Marketing management <i>Literature Dr. Nail Reshidi: Lectures authorized</i>		
WEEK 6:	Product policy and new product development <i>Literature: Dr. Nail Reshidi: Lectures authorized</i>		
WEEK 7:	Methods of price placement. <i>Literature: Dr. Nail Reshidi: Lectures authorized</i>		
WEEK 8:	First Exam and presentation of essays		
WEEK 9:	Policy of Distribution <i>Literature Dr. Nail Reshidi: Mcquillan authorized</i>		
WEEK 10	Policy Promotion		

	<i>Literature: Dr. Nail Reshidi: Lectures authorized</i>
Week 11:	<i>The evaluation of Advertisises effects.</i> <i>Literature: Dr. Nail Reshidi: Lectures authorized</i>
Week 12:	<i>Protecting Market Participation</i> <i>Literature: Dr. Nail Reshidi: Lectures authorized</i>
Week 13:	<i>Consumer Behavior</i> <i>Literature: Dr. Ali Jakupi Basics of Marketing</i>
Week 14:	<i>Nature of users of the e-marketing and media.</i> <i>Literature: Dr. Philip Kotler and Kevin keller : Search Managment , 2006</i>
Week 15:	<i>Preperation for the final exam and presentation of essays</i>

Academic policies and rules of conduct:

Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.